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Primum Makes Donation To Help Military Personnel, Pets
Non-profit upgrades communications system

MILWAUKEE (October 22, 2008)—Primum has donated 10 percent of the cost for an e-mail service provider upgrade for the non-profit organization Guardian Angels for Soldier’s Pet (GASP). GASP uses the service to reach out to its members and volunteers.

Previously, GASP has been limited to sending 10 e-mails at a time to their member list of nearly 1,000 due to limitations with their e-mail system. Inefficient and time-consuming, the old e-mail system hindered efforts by the organization to find temporary homes for displaced pets during military members’ deployment or times of emergency.

“We are happy to help give such a worthy opportunity to communicate with members quickly and effectively,” said Colin Hutt, president of Primum. “We help clients with e-mail campaigns, so we understand the importance of the channel, and the benefits that come along with effective communication.”

About GASP

Guardian Angels for Soldier’s Pet is a volunteer 501(c)(3) public charity supporting military service members, veterans and their beloved pets through its “Foster Home” program, aimed at caring for pets during deployment or an emergency hardship, then reuniting pets and owners following deployment. For more information on GASP, visit <http://www.guardianangelsforsoldierspet.com>.

About Primum

Milwaukee-based Primum Marketing Communications, founded in 2005, specializes in marketing, public relations, advertising, interactive, strategic planning, print, video and branding. For more information on Primum, please visit primumagency.com or call 414.765.2311.

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